

BOOST YOUR TEST

in-cosmetics Barcelona 2020



Testing Sourcing **for Cosmetics**

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What is Skinobs?

Cosmeticians save time to substantiate the claims

A Clinical Testing Platform

- A **unique search engine** for methods and testing providers : tolerance, efficacy, consumer test, sensory analysis...
- An **easy tool** to find and locate in few clicks and **for free**, the right partners
- It's quick to identify the best **devices** or **protocols**
- **Directly contact** the testing lab all over the world

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The diagram illustrates the Skinobs platform's benefits and features. It features a central grid of hexagons, each containing a different benefit or feature, surrounded by images of diverse people. The benefits include:

- What countries
- Save time
- Locate the partners on the world map
- Find Methods & CRO's
- What subject type
- Innovate with new devices

At the bottom, a computer monitor displays the Skinobs website interface. To the left of the monitor, the text reads: **CONNECT FOR FREE SKINOBS.COM**. To the right of the monitor, a list of statistics is shown: **Discover 300 tests, 70 claims, 160 CRO's**.

What is Skinobs?

A Newsfeed on Testing

- Online Newsfeed about **Tech & Market** trends for testing of personal care
- **Weekly Newsletter** in French and English
- Categories from **testing types**: in vitro, ex vivo, clinical, sensory, consumer...
- Innovations and science, technology about the field of **nails, hair and skin**

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The Online Newsfeed

The screenshot shows the 'Skinobs Newsfeed' interface. At the top, it says 'Online Newsfeed and Weekly Newsletter' and provides a brief description of the content. A 'Read & subscribe' button is visible. Below this is a horizontal navigation bar with categories: ANALYTICAL TESTS, TOXICOLOGY REGULATORY, TOLERANCE, USE TEST, EX VIVO - IN VITRO EFFICACY, IN VIVO EFFICACY, and SENSORY ANALYSIS. The main content area displays three articles with their respective dates and titles: 'Merry Christmas and Happy New Year' (2019/12/24), 'StratiCELL goes deeper inside the world of the skin microbiota' (2019/12/17), and 'In-cosmetics 2020, 30th Birthday and the « Boost Your Test » dedicated to the subject of cosmetic testing with Skinobs' (2019/12/17). Each article has a 'Read more' button.

The screenshot shows a weekly summary email from Skinobs. It features the Skinobs logo and the text 'Cosmetic testing NEWS'. The email content includes a header 'What's new on Skinobs News' and 'Science and marketing information about cosmetic testing'. It lists three articles: 'StratiCELL goes deeper inside the world of the skin microbiota', 'In-cosmetics 2020, 30th Birthday and the "Boost Your Test" dedicated to the testing zone', and 'Boost Your Test'. Each article is accompanied by a small image and a 'Read more...' link.

The weekly summary

Why be a Skinobs Partner?

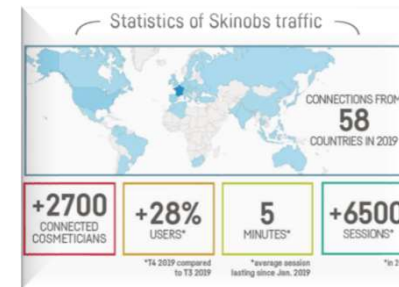
- **Highlight** your expertise 7/7
- **Target** the Testing key audience
- Increase your **visibility** worldwide
- Develop your **notoriety** with added value content
- Find **new** clients



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The Platform

Janv. 2020



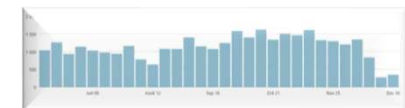
Oct.2019



The Newsfeed

Year 2019

- 500 articles published
- 60,000 articles read
- + 25% reading
- 210 articles per day



Boost Your Test

in-cosmetics Barcelona 2020



Boost Your Test Partnership Details

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Book your Partnership

contact@skinobs.com

Contact your local agent:
www.in-cosmetics.com/contact



Description	Article Zoom #15 + Online Newsfeed	Annoucement by emailing	Post on LinkedIn	Your logo	Premium ranking
Boost Your Test in-cosmetics Barcelona 2020	1	3	6	All partners zone	For Instrumentation company & CRO's

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